

CITY OF OCEANSIDE



REQUEST FOR PROPOSALS CITYWIDE PRINT SHOP

Proposals must be received by:

**Sara Sanchez, Office Specialist II
City of Oceanside
300 N. Coast Highway
Oceanside, CA 92054**

No later than 4 p.m. on Thursday, September 26, 2013

I. **GENERAL INFORMATION**

The City of Oceanside (the “City”) is requesting proposals for a print shop to fulfill the City’s design and printing needs. The printing needs of the City are diverse and include both photocopying and printing services. Some examples of printing requests include flyers, brochures, envelopes, letterhead, forms, business cards, newsletters, labels, bookmarks, etc. Requests vary in quantity from a few hundred to a few thousand. The type of paper varies as well. On occasion, there may be times when same day or next day service is needed.

The City entered into separate three-year contracts for direct mail services for utility billings and public hearing notices, both which expire in May 2014. Consequently, these services and printing requirements are NOT included in this RFP.

A three-year contract is contemplated, with an option to extend the contract for two one-year periods (possible five-year total), subject to the annual review and recommendation of the Director of Financial Services, the satisfactory negotiation of terms (including a price acceptable to both the City and the selected firm), the concurrence of the City Council, and the annual availability of an appropriation.

Complete written proposals must be submitted in sealed envelopes and received **no later than 4:00 p.m. (PST) on September 26, 2013** to the address below. Proposals will not be accepted after this deadline. Faxed or e-mailed proposals will not be accepted.

Sara G. Sanchez, Office Specialist II
PROPOSAL: Citywide Print Shop
City of Oceanside
300 North Coast Highway
Oceanside, CA 92054

Questions should be sent to ssanchez@ci.oceanside.ca.us no later than September 17, 2013.

II. SCOPE OF WORK

This RFP is intended to cover all labor, tools, equipment, materials, and any supervision necessary to provide complete printing and related services necessary to the City of Oceanside. Printing services are defined as those services, which are normally a part of an in-house print shop and may include, but not be limited to the following:

*Cutting	*Collating	*Padding
*3-Hole Punching	*2-Sided Copies	*Folding
*Stapling	*Binding	*Saddle Stitching
*Perforating	*Numbering	*Scoring
*Embossing	*Over Bleeds	*Die Cutting

The City of Oceanside has adopted an environmentally preference policy, and as such all printing and writing papers, including imprinted letterhead paper, envelopes, copy paper and business cards, shall contain a minimum of 30% post-consumer recycled content. All pre-printed recycled content papers intended for distribution must contain a statement that the paper is recycled content.

There are situations, for retention purposes, where recycled paper cannot be used. This is not large amount of the City's printing needs.

Successful bidders will be expected to adequately stock all printing and bindery materials commonly used by the City, and to maintain masters of commonly used City forms, in order to ensure timely delivery of jobs to be produced on demand.

Supplier should have the ability to receive, edit and enhance print jobs electronically from City employees in formats such as MS Office and Adobe applications and make minor formatting changes and/or corrections before printing. All copies produced must be of commercially accepted quality, for instance: properly aligned, no fading, smearing, correct contrast and color, and packaged in a manner to protect the documents from damage in transit. Supplier mistakes or copies of unacceptable quality will be corrected immediately at no cost to the City of Oceanside.

The City of Oceanside requires that a proof be provided and approved prior to any print job being completed. An authorized City employee may waive this requirement at their discretion and that waiver shall be noted on the order form. The bidder shall provide a mock up or sample order form for review with their bid documents.

III. PROPOSAL REQUIREMENTS

Interested bidders are to provide the City of Oceanside with a thorough proposal using the following guidelines:

- A. Vendor Application Form and Cover Letter
Complete Appendix A “Request for Proposal – Vendor Application Form” and attach this form to the cover letter. A cover letter should summarize key elements of the proposal. An individual authorized must sign the letter. The letter must stipulate that the proposal price will be valid for a period of at least 180 days. Indicate the address and telephone number of the bidder’s office located nearest to Oceanside, California and the office from which the project will be managed.
- B. Qualifications
The information requested in this section should describe the qualifications of the firm and key staff in performing projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Provide at least five local references that received similar services from your firm. The City of Oceanside reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
- i. Client name
 - ii. Project description
 - ii. Project start and end dates
 - ii. Client project manager name, telephone number and e-mail address
- C. Fee Proposal
All prices quoted are to include all forms, supplies, proofs, packaging, software, consumables, overhead, and any other related cost not specifically mentioned herein. All per copy prices must include the cost of standard, 30% recycled content, 20 lb. bond, bright white paper, and all labor and equipment necessary to produce the copies required. Upcharges for colored paper, heavier stock, and finishing such as binding are to be itemized separately on the Bid Price Sheet.

The per copy price quoted is to be based on next day (within 24 hours) delivery, with additional charges (if any) shown for 4 hour turnaround and while-you-wait delivery.

Bidders should quote a per-trip pickup and delivery charge (both one-way and round-trip) for City Hall and other City facilities where indicated on the

Bid Price Sheet.

Pricing shall be firm for the initial year of the contract. Adjustments may be proposed after the initial year, but no more than once annually, and such increases may not exceed the change in the previous 12 month period of the Consumer Price Index for the San Diego County area, except in the event of extraordinary increases in the cost of paper. In the event of paper manufacturer's price increases exceeding 10%, an equitable price adjustment or alternative will be negotiated, based on the pass-through of the increased raw material cost. All price increase requests must be supported by relevant documentation, such as letters of price increases from paper manufacturers.

- D. Submit five (5) copies plus one disk copy of your proposal in sufficient detail to allow for thorough evaluation and comparative analysis.

Successful bidder must have (or must obtain) a City of Oceanside business license, prior to the commencement of the contract. Successful bidder will be required to enter into the City's Professional Service Agreement and meet all insurance requirements. A sample is attached.

IV. EVALUATION CRITERIA

The City's evaluation and selection process may use some or all of the following criteria in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance:

- a) Compliance with RFP requirements
- b) Understanding of the project
- c) Recent experience in conducting similar scope, complexity, and magnitude for other public agencies
- d) Price
- e) References

The City may also contact and evaluate the bidder's references; contact any bidder to clarify their response; contact any current users of a bidder's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. Discussions with prospective firms may or may not be required. The evaluation committee shall not be obligated to accept the lowest price proposal, but shall make a recommendation in the best interests of the City.

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The City of Oceanside reserves the right to reject any or all proposals submitted.

Schedule of Events

This request for proposal will be governed by the following schedule:

Release of RFP	September 3, 2013
Deadline for Written Questions	September 17, 2013
Responses to Written Questions (Posted on Web)	September 18, 2013
Proposals are Due	September 26, 2013
Proposal Evaluation Completed	October 7, 2013
Approval of Contract	November 20, 2013

All prices provided by the bidder in this schedule shall be considered inclusive of all costs associated with the print job. Any costs not reflected in this pricing schedule should be noted by the bidder on a separate page. Value-added services not listed in the schedule should be attached on a separate page with all costs associated with that service provided. The bidder who is awarded the contract must abide by the pricing guidelines noted in Section III C of this solicitation, and failure to do so may result in termination of the contract.

For the purposes of evaluating the bids to determine the lowest responsive responsible bidder, the City of Oceanside shall use a volume of 1,450 black & white single-sided impressions and 182,500 color single-sided impressions. These numbers do not reflect what volume the City of Oceanside may order under any contract awarded through this solicitation.

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Table 1 Standard Black-and-White Copies

SIZE	PAPER TYPE	PRICE PER SINGLE-SIDED IMPRESSION	PRICE PER DOUBLE-SIDED IMPRESSION
8.5 x 11	20# Bond – White		
8.5 x 11	20# Bond – White, 3-hole punch		
8.5 x 11	20# Bond – Color		
8.5 x 11	Uncoated Text, All Types		
8.5 x 11	Coated Cover, All Types		
8.5 x 11	Customer Furnished Stock		
8.5 x 11	32# Bond – White		
8.5 x 11	110# Bond – White		
8.5 x 11	Carbonless 2-part (Black Imprint)		
8.5 x 11	Carbonless 3-part (Black Imprint)		
8.5 x 11	Carbonless 4-part (Black Imprint)		
5.5 x 8.5	Carbonless 3-part (Black Imprint)		
8.5 x 14	20# Bond – White		
8.5 x 14	20# Bond – Color		
8.5 x 14	Uncoated Text, All Colors		
8.5 x 14	Coated Text, All Types		
8.5 x 14	Uncoated Cover, All Colors		
8.5 x 14	Coated Cover, All Types		
8.5 x 14	Customer Furnished Stock		
11 x 17	20# Bond – White		
11 x 17	20# Bond – Color		
11 x 17	Uncoated Text, All Colors		
11 x 17	Coated Text, All Types		
11 x 17	Uncoated Cover, All Colors		
11 x 17	Coated Cover, All Types		
11 x 17	Customer Furnished Stock		

* All prices should reflect the use of 30% minimum recycled content.

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Table 2 Color Copies

SIZE	PAPER TYPE	PRICE PER SINGLE-SIDED IMPRESSION	PRICE PER DOUBLE-SIDED IMPRESSION
8.5 x 11	24# Laser* - White		
8.5 x 11	Uncoated Text, All Types		
8.5 x 11	Coated Text, All Types		
8.5 x 11	Uncoated Cover, All Types		
8.5 x 11	Coated Cover, All Types		
8.5 x 11	Customer Furnished Stock		
8.5 x 11	Vellum		
8.5 x 11	32# Glossy		
8.5 x 11	110# Cardstock		
8.5 x 14	24# Laser* - White		
8.5 x 14	Uncoated Text, All Types		
8.5 x 14	Coated Text, All Types		
8.5 x 14	Uncoated Cover, All Types		
8.5 x 14	Coated Cover, All Types		
8.5 x 14	Customer Furnished Stock		
11 x 17	24# Laser* - White		
11 x 17	Uncoated Text, All Types		
11 x 17	Coated Text, All Types		
11 x 17	Uncoated Cover, All Types		
11 x 17	Coated Cover, All Types		
11 x 17	Customer Furnished Stock		

*60# Uncoated Text is acceptable in this category

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Table 3 Binding

BINDING TYPE	PRICE PER BOOK
Staple Upper Left/Right	
Side Stitch	
Saddle Stitch – Inline, 5.5 x 8.5 Finished Size	
Saddle Stitch – Manual, 5.5 x 8.5 Finished Size	
Saddle Stitch – Inline, 8.5 x 11 Finished Size	
Saddle Stitch – Manual, 8.5 x 11 Finished Size	

Table 4 Oversize Copies

MAX SIZE	TYPE	PRICE PER IMPRESSION
24 x 36	Black-and-White	
24 x 36	Color	
24 x 36	Blueprint	

Table 5 File Copying

GRADE	DESCRIPTION	PRICE PER IMPRESSION	ADDITIONAL COSTS IF ANY
Grade A	Litigation Standard		
Grade B	Litigation Light		
Grade C	Litigation Medium		
Grade D	Litigation Heavy		
Grade E	Litigation Glass		

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Table 6 Transparencies

SIZE	COPY TYPE	PRICE PER IMPRESSION
8.5 x 11	Black-and-White	
8.5 x 11	Color	
11 x 17	Black-and-White	
11 x 17	Color	

Table 7 Tabs

DESCRIPTION	TYPE OF PRINTING ON TAB	PRICE PER TAB
Standard White Paper, No Body Copy	Black-and-White, One Side	
Standard White Paper, No Body Copy	Black-and-White, Two Sides	
Standard White Paper, No Body Copy	Color, One Side	
Standard White Paper, No Body Copy	Color, Two Sides	

Table 8 Optional Binding

BINDING TYPE	PRICE PER BOOK
Pad	
Pad with Chipboard Backing	
Tape/Thermal Bind – Inline, Small	
Tape/Thermal Bind – Inline, Medium	
Tape/Thermal Bind – Inline, Large	
Tape/Thermal Bind – Manual, Small	
Tape/Thermal Bind – Manual, Medium	
Tape/Thermal Bind – Manual, Large	
Comb Bind – Small	
Comb Bind – Medium	
Comb Bind – Large	
Spiral/Coil Bind – Small	
Spiral/Coil Bind – Medium	

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Spiral/Coil Bind – Large	
Other (specify):	

Table 9 Stationary

DESCRIPTION	QUANTITY	PRICE PER QUANTITY
Standard Business Card, 2 x 3 ½ with one-color logo design on 80# linen	5,000 include imprint cost for 10 names – 500 cards each	
Standard Business Card, 2 x 3 ½ with one-color logo design on 80# linen and QR scan code on back of card	5,000 include imprint cost for 10 names – 500 cards each	
Standard Business Card, 2 x 3 ½ with four-color logo design on 80# linen	5,000 include imprint cost for 10 names – 500 cards each	
Standard Business Card, 2 x 3 ½ with gold-embossed seal on 80# linen	5,000 include imprint cost for 10 names – 500 cards each	
Letterhead 8 ½ x 11 with one-color logo design on 24# linen	10,000 sheets – imprinted addresses as ordered	
Letterhead 8 ½ x 11 with four-color logo design on 24# linen	10,000 sheets – imprinted addresses as ordered	
Letterhead 8 ½ x 11 with gold-embossed seal on 24# linen	5,000 sheets – imprinted addresses as ordered	
#10 Window Envelopes with one-color logo and address	10,000 envelopes – imprinted addresses as ordered	
#10 Window Envelopes with four-color logo and address	10,000 envelopes – imprinted addresses as ordered	
#10 Envelopes with one-color logo and address	10,000 envelopes imprinted addresses as ordered	
#10 Envelopes with four-color logo and address	10,000 envelopes – imprinted addresses as ordered	
9" x 12" Catalog Window Envelope with one-color logo and address	10,000 envelopes – imprinted addresses as ordered	
#9 Return Envelopes with one-color address	10,000 envelopes – imprinted address as ordered	

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Table 10 Other

DESCRIPTION	UNIT OF MEASURE	COST PER UNIT
Pick up and delivery to Oceanside City Hall on demand	One way trip/job	
Pick up and delivery to Oceanside City Hall on demand	Round trip cost/job	
Pick up or delivery to other City facilities (within city limits)	One way trip	
Expediting charge for four hour delivery, if any	Per job	
Expediting charge for one hour (or while you wait) delivery, if any	Per job	
Overtime costs to run jobs after regular hours (to be billed in 15 minute increments)	Per hour	
Please attach additional pricelist for other services you may offer, such as wide format printing and plotting, blueprint reproductions, banners and posters, booklets, pocket folders, brochures, maps, name plates, name plaques, door signs, door hangers, etc.		
Sample of Job Order Form – please attach		